

**FEATURING BEST PRACTICES  
OF STATE AGENCIES AND INSTITUTIONS OF THE  
COMMONWEALTH OF VIRGINIA**

**Vital Records  
Express Service  
VitalChek**

**Virginia Department of Health  
implemented this best practice  
in June 1995  
and enhancements have been made over the years**

*Qualifying under the  
Best Practices catalogue*

3 Provide Capabilities  
31 Manage resources and capabilities  
312 Deliver products and services to customers

**Best Practice Summary  
(how it works, how you measure it)**

This is a public/private partnership that allows customers to order and receive a vital record in an expedited manner for an additional fee using a valid credit card (MC, VISA, AE & Discover). Many customers needing a vital record, especially a birth certificate, find themselves needing the certificate in 2-5 days. Due to the volume of requests received daily and available staff, the Department of Health was unable to handle the demand for certificates needed in such a short timeframe. Customers are now able to fax, call or use the Internet to order a vital record. VitalChek provided the hardware and software, contract employee and staff to take all orders.

Dedicated staff in vital records receive the orders daily, fill the requests, and prepare them for shipping to the customers. All orders are paid with a credit card and shipped via Federal Express. Orders are picked up twice daily by Federal Express for shipment to the customer. The system is measured by monitoring the number of orders received and the amount of time it takes to ship the request. The number of requests has grown annually, and the Department of Health frequently receives e-mails and letters from customers expressing how pleased they are with the service. The Department of Health has worked with the staff in the Office of the Secretary of the Commonwealth to utilize this service for customers requiring an expedited vital record and also needing an authentication attached to the vital record. The Vital Record web site contains all the information necessary to use this service. <http://www.vdh.state.va.us> then click on Vital Records Certificates

## **Impact on the Process Organizational Performance (OUTCOMES)**

This process has allowed the Department of Health to fill a customer need without compromising the integrity of the system of vital records, establish a collaborative working relationship with another state agency, and eliminate the frequent disruptions encountered in trying to give customers expedited service.

## **Best Practice Qualification**

This is the first time this practice has ever been used in providing vital records to customers requesting an expedited service and the ability to use a credit card. Additionally, this practice demonstrates how a customer's needs can be met by establishing a public/private partnership.

## **For Additional Information**

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